Rockbuster Data Analysis Presentation

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Demographic Overview

This analysis is intended for Rockbuster business management, offering valuable insights to inform strategic decision-making aimed at driving increased revenue.

Purpose and Goals

The primary objective of this analysis is to discern the most promising markets by assessing customer demographics and revenue performance, while simultaneously uncovering noteworthy trends. These insights aim to provide valuable information for making strategic business decisions that will enhance the company's prospects.

Analyzing Core Objectives

- Assess the company's current status in term of customers.
- Identify the company's top markets by country and city.
- Focus on improving customer relationships .
- Provide actionable insights that inform strategic initiatives for sustainable improvement within the organization.

Data Overview

Data Profile

Film Rating Count

PG-13: 223 films
NC-17: 210 films
R: 195 films
PG: 194 films
G: 178 films

Rockbuster Stores

Store 1:
326 customers

Store 2:
273 customers

Film Length

Min: 46 minutes

Max: 185 minutes

Avg: 115.3 minutes

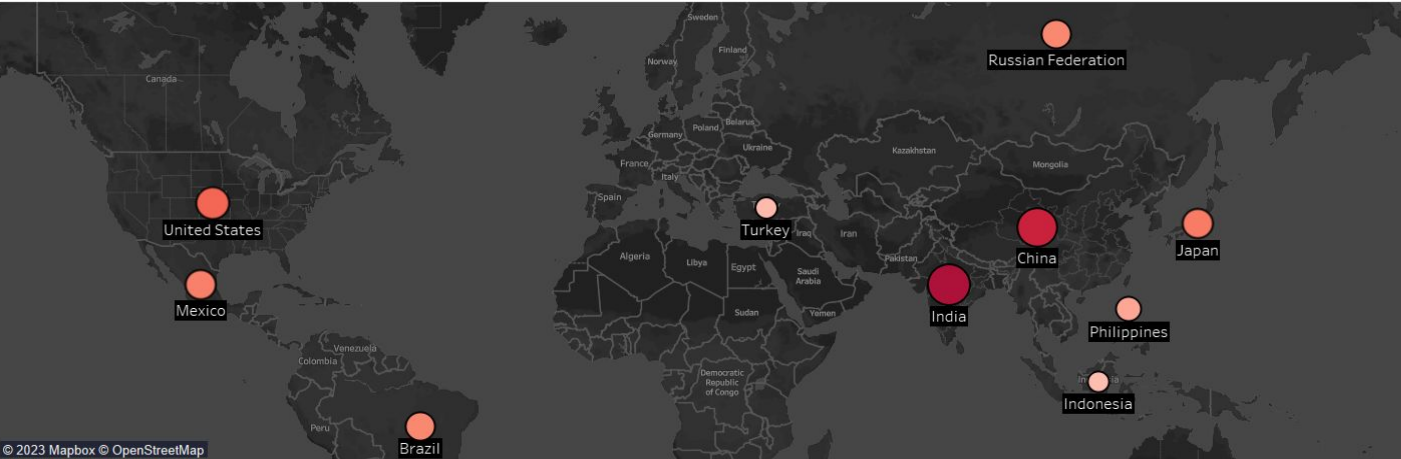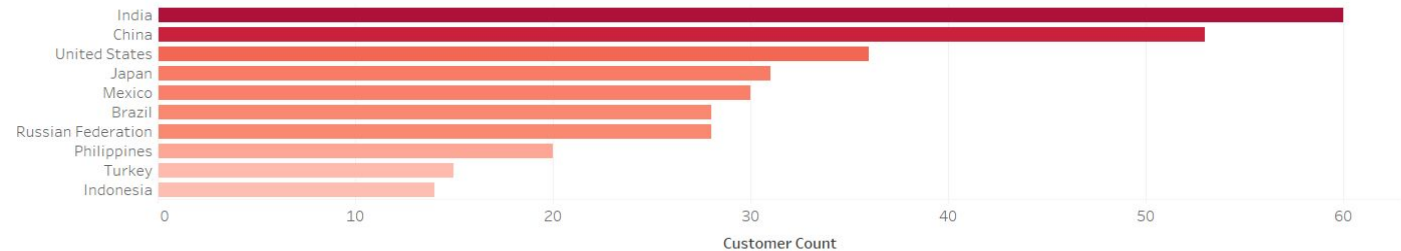### Rental Duration

Min: 3 days

Max: 7 days

Avg: 4.985 days

Rental Rate

Min: $0.99

Max: $4.99

Avg: $2.98

Rental Duration

Min: $9.99

Max: $29.99

Avg: $19.99

Key Performance Indicators

Revenue per film rating

G:	$294,216.21
PG:	$342,988.16
PG-13:	$381,421.55
R:	$339,196.28
NC-17:	$347,723.95

Top 5 Countries (Revenue)

India:	$6,034.78
China:	$5251.03
United States:	$3685.31
Japan:	$3122.51
Mexico:	$2984.82

Top 5 Film Categories

Sports:	$125,547.36
Animation:	$124,971.95
Action:	$118,562.56
Family:	$116.841.98
Sci-Fi:	$116,128.29

Top 5 Cities (Revenue)

Saint-Denis:	$211.55
Cape Coral:	$208.58
Santa Bárbara d'Oeste:	$194.61
Apeldoorn:	$191.62
Molodetno:	$189.60

RockBuster's Top Markets Overview

Key Customer Concentration Map for RockBuster's Top Markets

- These visualizations comprise a spatial map and bar chart highlighting RockBuster's leading global markets.

- A noteworthy correlation is evident between a country's total population and its customer base.

- Five of RockBuster's top markets are situated in Asia.

- It is worth observing a relatively subdued growth trend in Europe, with Turkey being the sole country boasting 15 customers.

RockBuster's Global Customer Ranking: Top 10 Countries

Tableau Link: <u>Click here for Tableau Dashboard</u>

Unlocking Customer Connections

The following aims to strategically leverage our strengths by identifying and engaging top-tier customers residing in key metropolitan areas within our most significant global markets. This initiative seeks to express our appreciation for their unwavering loyalty through the provision of exclusive gifts

Top Market Key Highlights

- Asia is home to 50% of the top cities ranked by customer base among the leading markets.
- The top 5 countries in revenue are comprised of two continents
  - Asia: 60%
  - North America: 40%
- Top Country Highlight (India)
  - Revenue: $6,034.78
    - 28.6% of total top 5 country revenue
  - Customers: 60
    - 19% of total top 10 country customers

Identifying top customers across global market

Top 5 customers in top global market

Full Name: Sara Perry
Location: Atlixco, Mexico
Total Sum: $128.70

Full Name: Sergio Stanfield
Location: Celaya, Mexico
Total Sum: $102.76

Full Name: Clinton Buford
Location: Aurora, United States
Total Sum: $98.76

Full Name: Gabriel Harder
Location: Sivas, Turkey
Total Sum: $108.75

Full Name: Francisco Skidmore
Location: So Leopoldo, Brazil
Total Sum: $93.79

Top 5 Customer Country Origins

United States 18.54%
Brazil 17.60%
Turkey 20.41%
Mexico 43.45%

This visualization is a tree map view of the **top 5** customers across Rockbuster's global market. The average sum of these customers is $106.55.
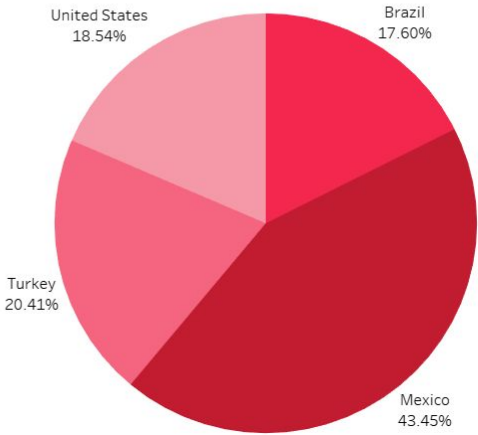
This visualization is a breakdown of the **top 5** customer's country origin. An interesting observation is that Mexico represents **43.45%** of the whole pie.

Tableau Link: [Click here for Tableau Dashboard](#)

Recommendations and Next Steps

Recommendation
1) Given Asia's 60% market revenue share and strong customer base, my recommendation is to launch new films in key Asian countries for increased revenue and customer growth. Specifically India, which owns 28.6% of top country's revenue and 19% of top countries customers
2) Collaborate with the marketing department on a global customer relationship campaign highlighting the top 5 customers. Utilize digital marketing via social media and the Rockbuster website, showcasing the diversity of the Rockbuster community through interviews.
3) PG-13 films grosses the highest revenue of $381,421.55. I recommend adding more films that contain a PG-13 film rating within the top genres such as sports, animation, action, etc.

Next Step Actions
1) Conduct an in-depth analysis of the European market to uncover insights regarding the product's lack of resonance within this specific market.
2) Closely track essential performance metrics, including customer sales in major global markets, for the subsequent six months following the conclusion of the marketing campaign.

Thank You

Questions?